

CASE STUDY

SAFELITE **Safelite**

Safelite targeted store locations and competitor shops throughout markets as well as heavy traffic areas and events with mobile billboard domination campaigns to increase their brand awareness and drive overall sales. By monitoring site activity after the initial display ad click, conversions were tracked to reveal mind-blowing results.

MEDIA FORMAT: Mobile Billboard Dominations
 Mobile Digital Network

MARKETS

- Detroit, MI
- Northern Florida
 - Jacksonville, FL
 - Tallahassee, FL
- Sacramento, CA
- Minneapolis, MN
- Phoenix, AZ

CTR RESULTS - OVERALL

9,709,419 IMPRESSIONS
 0.28% CTR
 0.07% BENCHMARK CTR FOR INDUSTRY
 244% RELATIVE PERFORMANCE
 1.75% SHADOWFENCE RETARGETING CTR



MARKET CTR PERFORMANCE

 Detroit, MI

2,088%
CTR INCREASE



RESULTS

91,744 IMPRESSIONS

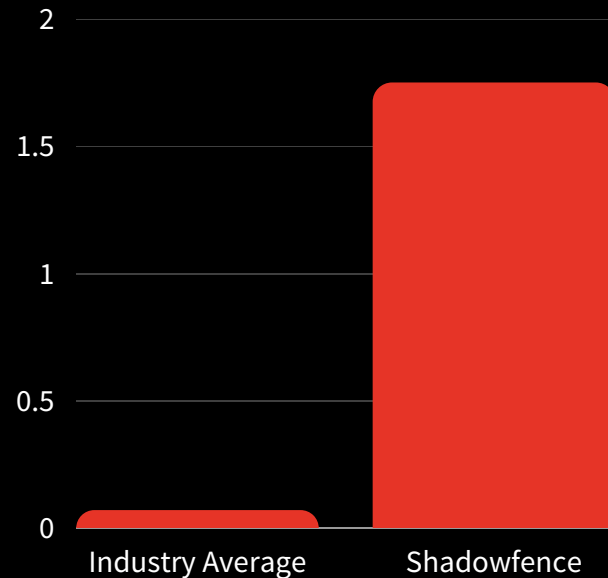
1.75% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+2088% RELATIVE PERFORMANCE

1,606 CLICKS

1.75% SHADOWFENCE RETARGETING CTR



MARKET CONVERSIONS

 Detroit, MI

RESULTS SHADOWFENCE + GEOFENCE

1,084 TOTAL CONVERSIONS

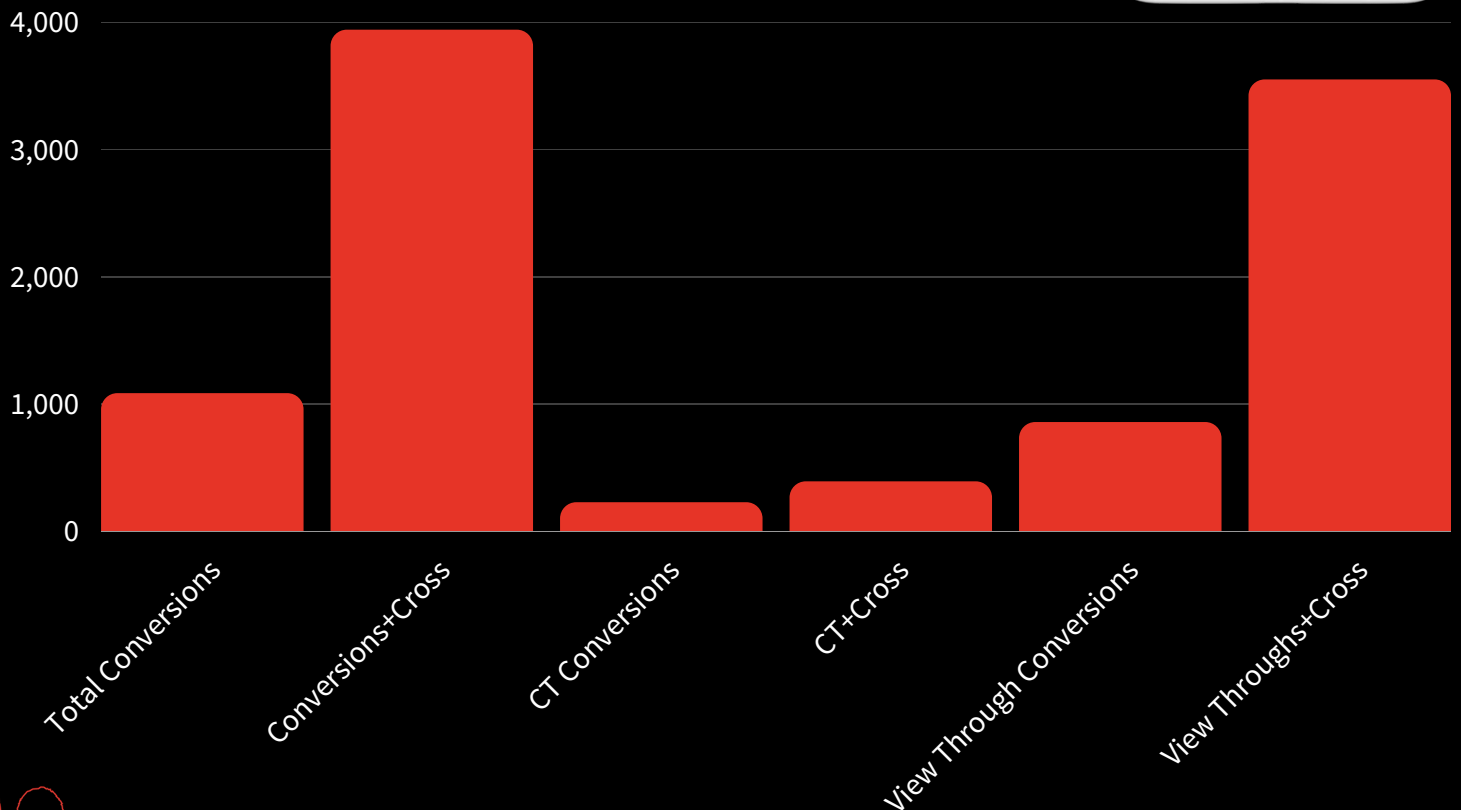
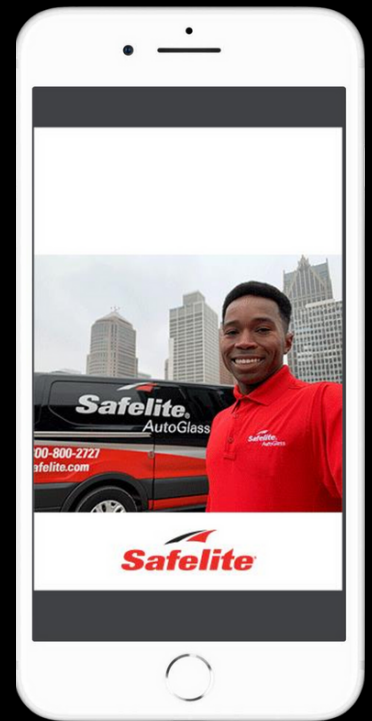
3,940 CONVERSIONS+CROSS

227 CLICK THROUGH CONVERSIONS

391 CLICK THROUGH+CROSS

857 VIEW THROUGH CONVERSIONS

3,549 VIEW THROUGH+CROSS





MARKET CTR PERFORMANCE

📍 Jacksonville, FL
Tallahassee, FL

576%
CTR INCREASE



RESULTS

308,129 IMPRESSIONS

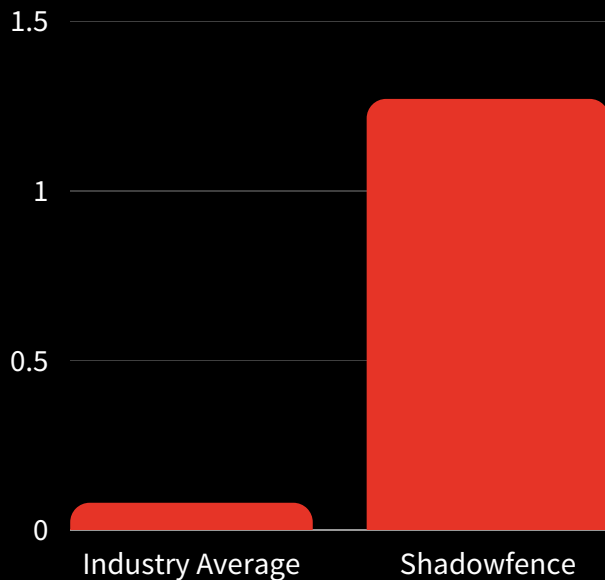
.54% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+576% RELATIVE PERFORMANCE

1,666 CLICKS

1.27% SHADOWFENCE RETARGETING CTR

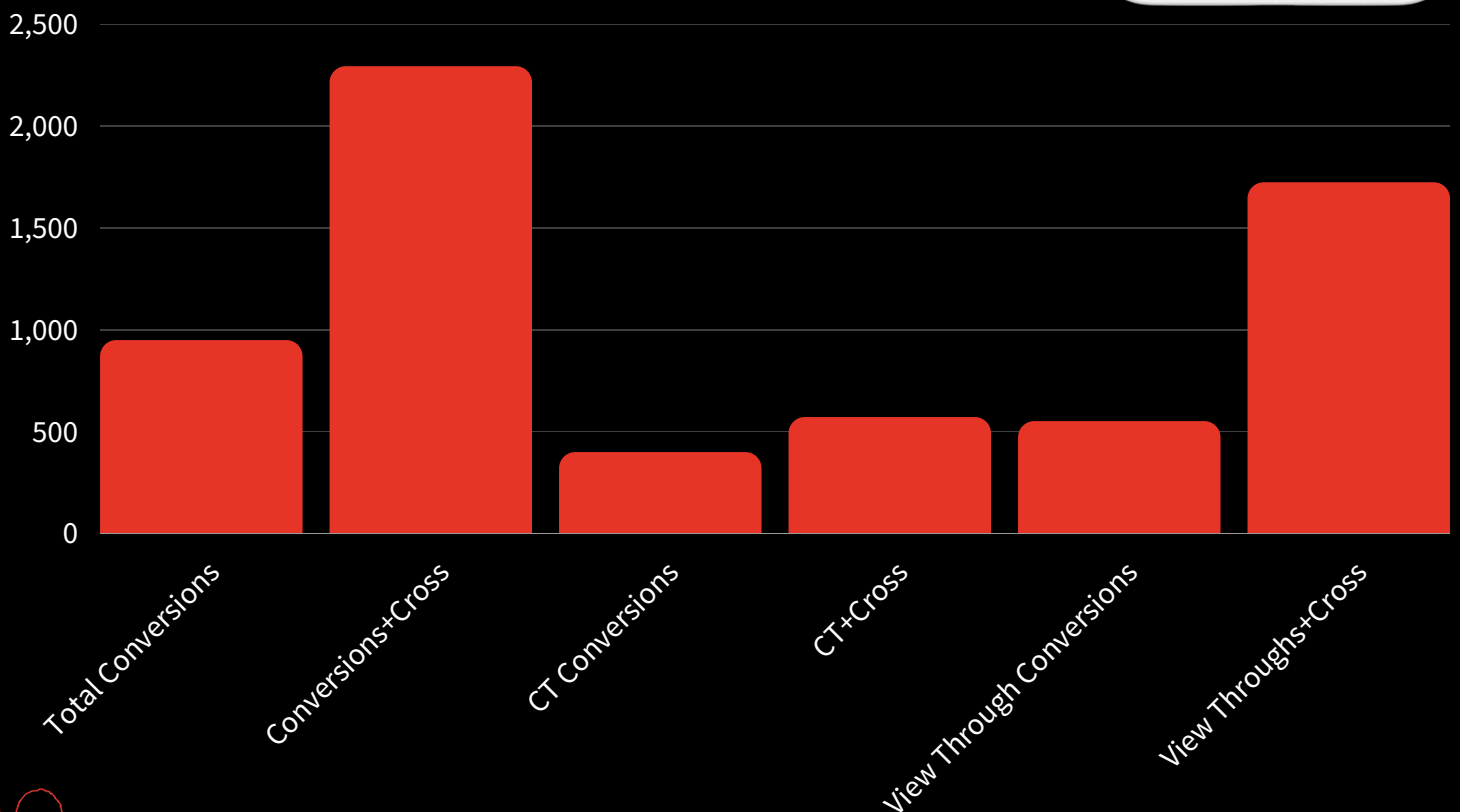
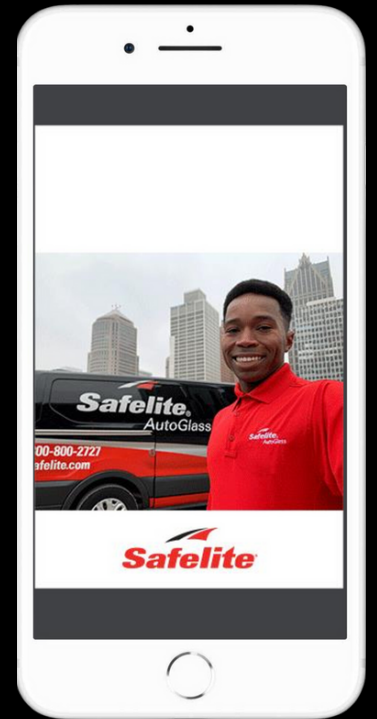


MARKET CONVERSIONS

📍 Jacksonville, FL + Tallahassee, FL

RESULTS SHADOWFENCE + GEOFENCE

948 TOTAL CONVERSIONS
2,293 CONVERSIONS+CROSS
398 CLICK THROUGH CONVERSIONS
570 CLICK THROUGH+CROSS
550 VIEW THROUGH CONVERSIONS
1,723 VIEW THROUGH+CROSS





MARKET CTR PERFORMANCE

 Sacramento, CA

404%

CTR INCREASE



RESULTS

500,380 IMPRESSIONS

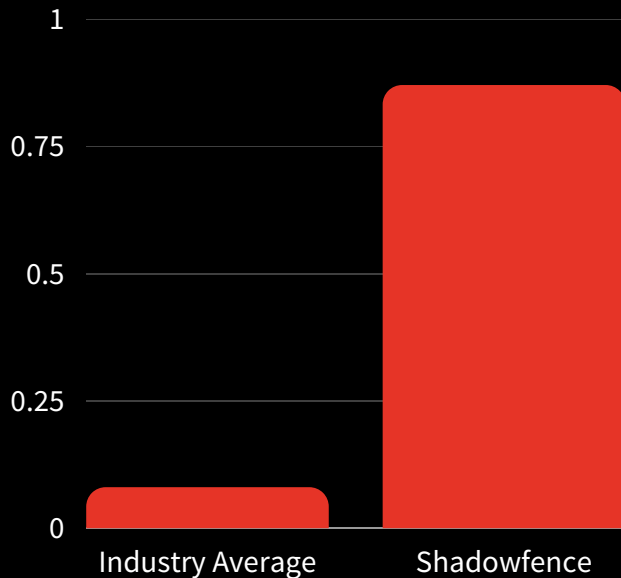
.40% CTR

.08% BENCHMARK CTR FOR INDUSTRY

+404% RELATIVE PERFORMANCE

2,018 CLICKS

.87% SHADOWFENCE RETARGETING CTR

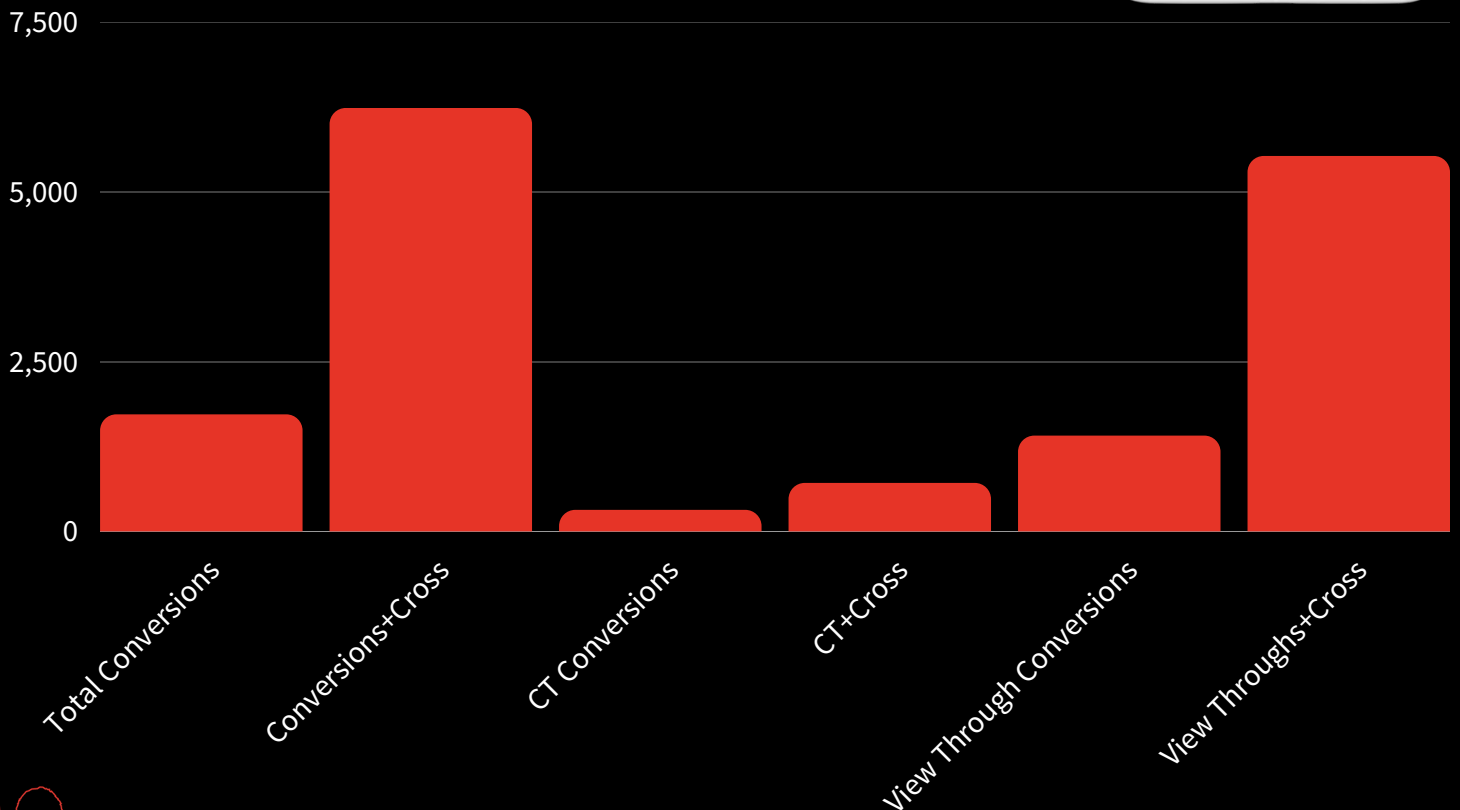
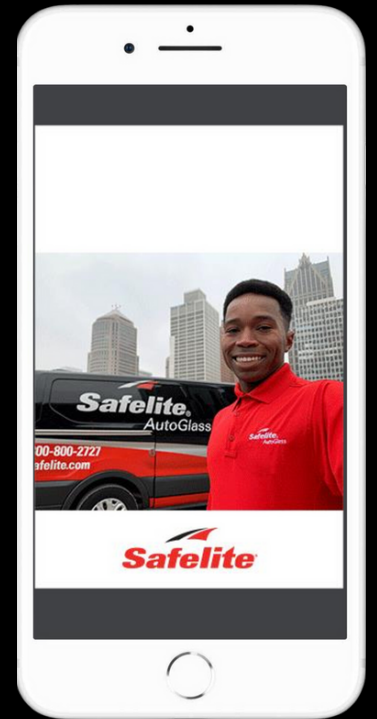


MARKET CONVERSIONS

📍 Sacramento, CA

RESULTS SHADOWFENCE + GEOFENCE

1,720 TOTAL CONVERSIONS
6,234 CONVERSIONS+CROSS
313 CLICK THROUGH CONVERSIONS
710 CLICK THROUGH+CROSS
1,407 VIEW THROUGH CONVERSIONS
5,527 VIEW THROUGH+CROSS





MARKET CTR PERFORMANCE

 Minneapolis, MN

478%
CTR INCREASE



RESULTS

946,544 IMPRESSIONS

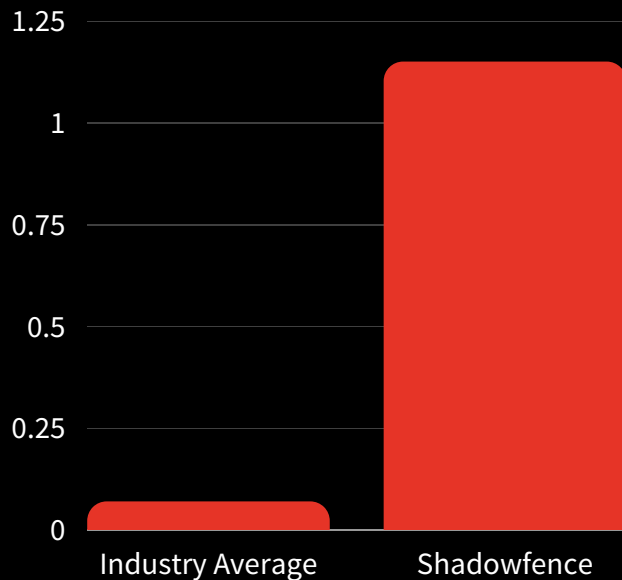
.46% CTR

.08% BENCHMARK CTR FOR INDUSTRY

+478% RELATIVE PERFORMANCE

4,374 CLICKS

1.15% SHADOWFENCE RETARGETING CTR

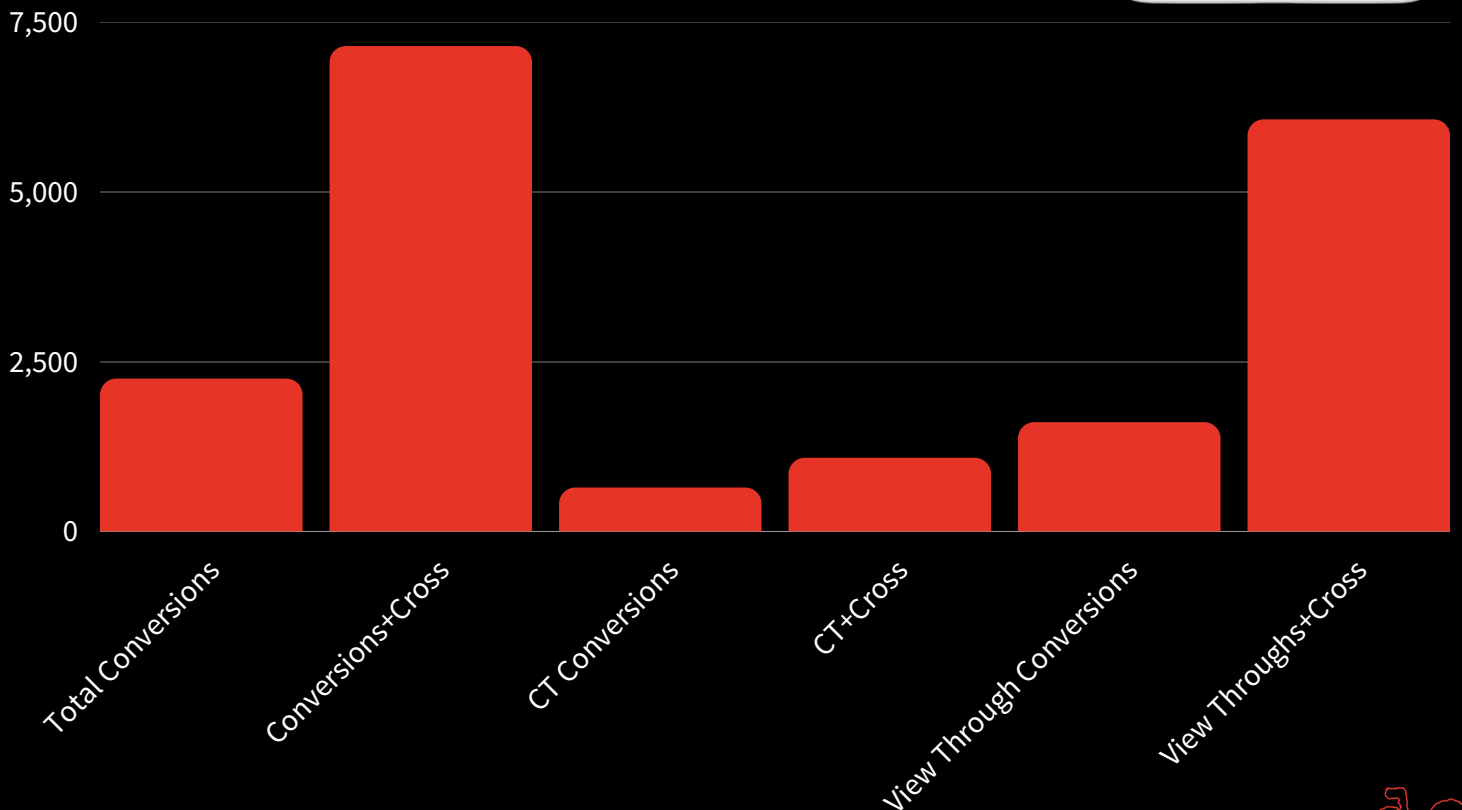
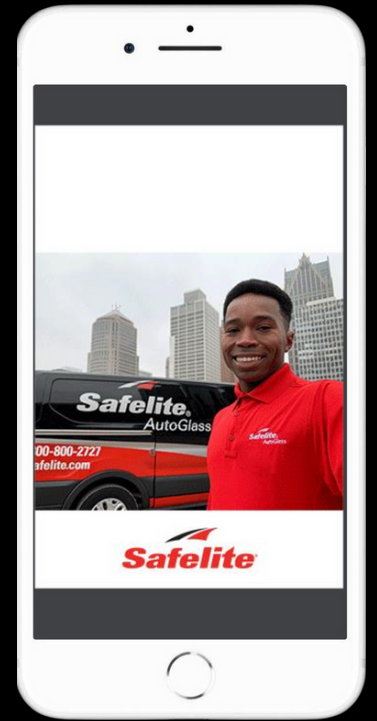


MARKET CONVERSIONS

📍 Minneapolis, MN

RESULTS SHADOWFENCE + GEOFENCE

2,247 TOTAL CONVERSIONS
7,146 CONVERSIONS+CROSS
642 CLICK THROUGH CONVERSIONS
1,080 CLICK THROUGH+CROSS
1,605 VIEW THROUGH CONVERSIONS
6,066 VIEW THROUGH+CROSS





MARKET CTR PERFORMANCE

Phoenix, AZ

582%
CTR INCREASE



RESULTS

1,077,574. IMPRESSIONS

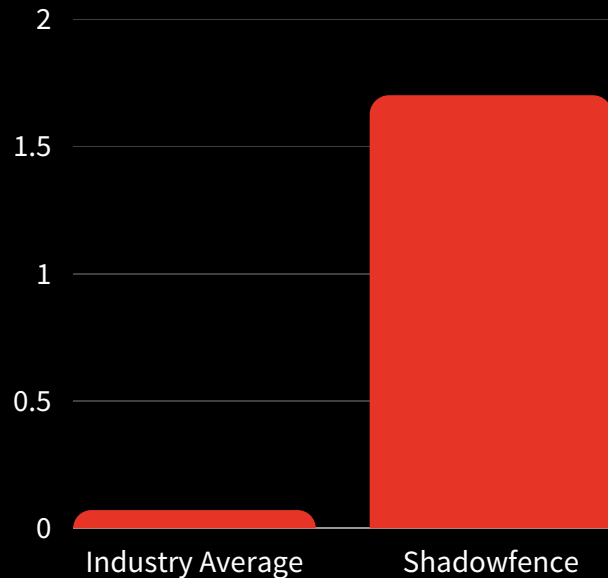
.55% CTR

0.08% BENCHMARK CTR FOR INDUSTRY

+582% RELATIVE PERFORMANCE

5,877 CLICKS

1.70% SHADOWFENCE RETARGETING CTR



MARKET CONVERSIONS

📍 Phoenix, AZ

RESULTS SHADOWFENCE + GEOFENCE

2,371 TOTAL CONVERSIONS
8,048 CONVERSIONS+CROSS
420 CLICK THROUGH CONVERSIONS
879 CLICK THROUGH+CROSS
1,951 VIEW THROUGH CONVERSIONS
7,171 VIEW THROUGH+CROSS

